

AMAZING MARKET FOR AUTOMOBILES

Expert Shows How Much More
Must Be Done to Meet
Demand.

The United States, with 106,000,000 people, has 7,602,000 automobiles—one for every fourteen persons.

In the rest of the world there are 1,562,000,000 people owning a total of 717,000 automobiles or one for every 2,152 persons.

The United States, with one-sixteenth the population of the entire world, has ten times as many automobiles as the balance of the world.

These startling facts are cited by Harry W. Anderson, general sales manager of the Templar Motors Corporation, Cleveland, in refuting a popular expression that "the point of saturation has been reached" in production of passenger automobiles.

"This talk about the point of saturation being reached is a dream of the uninitiated," says Anderson, dean of America's automobile sales managers. "The National Automobile Chamber of Commerce estimates that the production of the industry during 1920 will not exceed 1,600,000 passenger cars. This is insufficient to take care of our home demand."

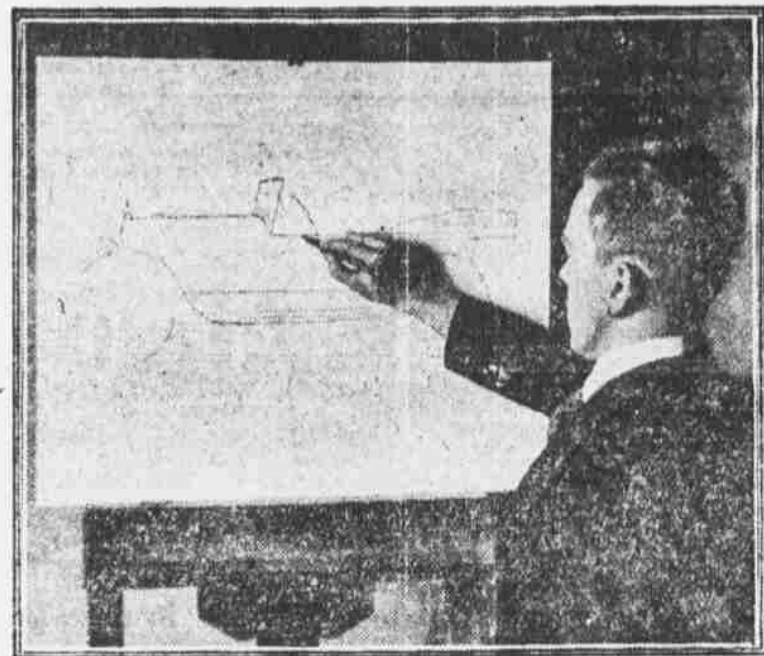
"In Iowa there is one automobile for every six persons. Suppose this were the case in the rest of the country, which will be the case some day. We will then have 9,500,000 cars."

"Foreign countries are beginning for American cars. Africa has 135,000,000 people and 24,000 automobiles; Asia has 519,000,000 people and 27,000 automobiles; Oceania, including Australia and New Zealand, has 54,000 automobiles and 65,000,000 people; Europe has a population of 449,000,000 people and 417,000 automobiles; this hemisphere, exclusive of the United States, possesses 94,000,000 people and 175,000 automobiles."

"Suppose the rest of the world, outside of the United States, absorbs one car to every fifty population, as is quite possible. There will be a market for 31,200,000 cars and if you add to this the average of one to six in the United States, or 2,500,000 cars, there is a market for 40,800,000 cars. Not much chance for saturation."

"The automotive manufacturer who is afraid we have reached a point of saturation is blinded to opportunity. The Templar company is rebelling its output. The point of saturation is not reached and no one alive will ever see the day when more automobiles will be made than can be sold. The only manufacturer who will fail to sell his output will be the one who does not know the power of advertising, the efficiency of selling or who fails to build a good car."

Where the Artist Comes In.



"The artistic appeal of an automobile, its beauty of line, its symmetry, the harmonious blending of part to part, must be determined before the various parts that make up the completed car reach the hands of busy workmen and humming machines," says Harry Gaston, local Lexington dealer.

"While many admire the artistic lines and general harmonious effect of the modern motor car, few there are who realize that in every mechanical operation there is an expression of some artist's ideal. There is just as much art in the design of the modern motor car as in a finished painting. Here is

shown an artist, expert in his knowledge of the laws of symmetry and harmony, at work upon the preliminary sketch of the Lexington Motor Company's new "Thoroughbred" sport model, a car which because of its dashing, yet dignified, lines, has gained unusual recognition wherever it has been shown. The true sport model must carry that spirit of youth and gaiety so appealing, and yet retain that dignity demanded of the vehicle. These few lines of this completed drawing suggest how the artist is giving expression to that spirit in the low, rakish lines of the smart type, yet embodying the comforts of the conservative touring models."

WOMEN PRACTICAL MOTORISTS.

The Demand Something Besides
Beautiful Color Combinations.

"The ever-growing influence of women in American business and public affairs has been clearly felt in the automobile industry, and the effect of this influence upon the design and construction of motor cars is far-reaching," says Otto W. Heck of the Westcott Motor Company, 1833 Broadway, distributors for the Westcott.

"This influence at first stimulated efforts to bring out the unusual, to catch the fancy," says Mr. Heck. "Now, however, the engineers are realizing that when it comes to motor cars women are becoming more practical and an attempt to substitute a monetary bid for good substantial comfort and motor efficiency meets with little success."

"The Westcott, both in the larger six and the lighter six size, is a car that will make a special appeal to women because of the way in which it combines comfort and efficiency with beauty of appearance. In this year's models, for instance, a new two-tone color combination is used, a plan of decoration that is distinctively Westcott, not flashy or gaudy, just a simple and pleasing use

OVERLAND '4' MAKES 5,452 MILES IN WEEK

Stock Car Establishes Record
in Seven Days of Continuous Going.

Driven continuously for seven days and seven nights, over ordinary suburban roadways, an Overland 4 stock car has established at Indianapolis, Ind., a new unofficial world's mileage record for a light car under 168 hours of incessant driving.

The Overland 4 in the seven days and nights of this remarkable endurance run piled up a record of 5,452.15 miles. The car finished the grind on the same Flak tires with which it started. To make this new record, the drivers of Overland 4 maintained an average speed of 22.4 miles an hour, 24 hours a day. Gasoline mileage was 20.24 miles a gallon.

The consistency of Overland 4 performance is shown in this tabulation of each day's run. The first day and night the speedometer registered 749 miles. On the second day the mark was 778 miles; on the third, 747 miles; on the fourth, 791; fifth, 809; sixth, 823; and on the last lap of the new unofficial world's record 753 miles.

The test, the first of its kind to be tried and actually accomplished by a light car, started at 9 A. M. on February 25 and ended at 9 A. M. March 3. The run was conducted by the Gibson Company of Indianapolis, distributors for Overland cars. The mileage and endurance records are certified by the following observers:

Howard F. (Howdy) Wilcox, winner of the 1919 Indianapolis Speedway 500 mile racing classic; Monroe E. Roblet, secretary of the Hoosier Motor Club of Indianapolis, and R. H. Scrogin, editor of the Hoosier Motorist.

Although the new Overland 4 with triplex springs had been tested 250,000 miles under all possible weather and road conditions before it was placed on the market by the Willis-Overland Company, the officials of this company feel that the Indianapolis endurance run is one of the most convincing demonstrations yet made of the reliable, economical performance of the car and the road comfort qualities of the new famous triplex spring suspension.

Officials of the company witnessed the start and the finish of the seven continuous day run. Careful examination of the car and its power plant after the run convinced the Gibson Company that the car was ready to repeat the endurance test of the 168 hours of furious driving and largely because the car had been protected by the new triplex springs. The run is considered the highest possible verification of the ability of this new spring suspension to protect the car from road wear and provide big car riding comfort in a motor car of short wheel-base.

This record is considered all the more praiseworthy inasmuch as the Overland 4 was driven by ordinary drivers. The men chosen for the grind are employees of the sales and service force of the Gibson Company and they had no previous experience in endurance contests. They drove the car through snowstorms and in weather that sent the mercury in the street thermometers down to the zero mark.

During the entire run there was but one puncture. A new inner tube was placed in the tire shoe. It is conservatively estimated that 5,452 miles of driving over the ordinary run of suburban roads is equal to the usage and punishment to which the average motor car owner would subject the car he drives in a year's operation. That makes Overland 4's achievement all the more noteworthy in indicating to what high standards the manufacture of lightweight, economical, easy-riding motor cars has been raised by an American automobile manufacturer.

Fouled Plugs.

The best method of cleaning spark plugs that have become fouled with oil is to hold them up in a solution of washing soda and water.

USE YOUR THIRD BRAKE.

You Will Find Your Gears Very Effective.

"Do not forget that your car has three brakes. Put the gears in second, cut off the spark and steep grades will have no terror for you," says George Stowe, president of the Mitchell Motor Car Company of New York. "Shut off your motor and slide into second as you roll across the ridge. Don't drive in second. Shut off the spark if the throttle will not close. Then if you have a 'six' you gain six compression brakes and your motor cools to boot. If necessary a gentle touch of the service brake now, and of the emergency brake then, generally will hold you nicely. At times the abrupt or long drop will argue for low instead of second in compression. On all but the steepest descents this will hold your car with but very little use of brakes. It will keep your brakes in reserve for real emergencies such as a motorcade shooting around the curve on your side of the road or some similar hair-raising episode."

ENG'S BUYS A BUILDING.

Cole S Will Have Splendid Quarters on Broadway.

Anticipating a continuance of the phenomenal expansion of his business, Russell L. Eng, metropolitan distributor for Cole motor cars, has purchased for future occupancy the property at 1845-1847 Broadway, adjoining the north-west corner of Sixtieth street. This plot fronts 57 feet 8 inches on Broadway and is 93 feet deep.

The building is now under lease to Cole-Stratton Company, distributors for Dodge Bros. cars and the Auto Dealers' Club. It is famous as a restaurant, housing as it did the initial venture of George Reitor, and having been occupied by Louis Martin and Butanoby.

The property was held at \$400,000. The sale was negotiated by Cross & Brown Company, who will manage the building for Mr. Eng.

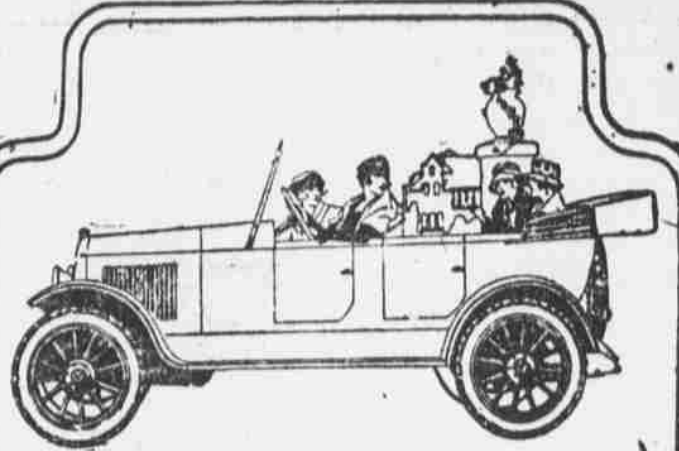
Understand Your Motor Car!

You can then maintain and operate it properly at less cost and with greater enjoyment.

Colt-Stratton Automobile Course

starts April 5th—two lessons a week for four weeks—
Class C—Monday & Wed., 8 P. M.
Class D—Tuesday & Thurs., 8 P. M.
Register to-day—Only limited number accepted.

TUITION FEE \$10
COLT-STRATTON COMPANY
INSTRUCTION DEPARTMENT
109 West 64th St. Phone Columbus 7100.



BRISCOE

YOU can look your fuel bills in the face without a shudder when you're driving a Briscoe.

The world-famous Briscoe unit power-plant is again setting new records for economy.

Garland Automobile Company
1888 Broadway at 62nd Tel. Col. 5596

Albany Branch—348 Broadway.
Brooklyn, N. Y.—Kunkel Auto Co., 1378 Bedford Ave.
Paterson, N. J.—Velle Motor Sales Co., 173 Broadway
Newark, N. J.—Dalenz Motor Co., 30 Halsey St.
Bridgeport, Conn.—Irving V. Mansell Co., 653 Fairfield Ave.



Columbia Six

"Gem of the Highway"



SHUTTERS on the radiator, automatically controlled by a Thermostat, keep the motor at efficient operating temperature—winter or summer. An exclusive feature of the new Columbia Six.

Several models are on display at our show rooms. Immediate deliveries.

C-H MOTORS CORP.
Bedford and Atlantic Avenues
Brooklyn New York

Also dealers for National Sixes



Selden Trucks

Continuous Performance
at a Minimum Cost
means Increased Profits.

Dependability is an important
asset of the SELDEN TRUCK.

POSITIVELY THE BEST SERVICE IN GREATER NEW YORK

MANHATTAN MOTORS CORPORATION

"It's ALL Service."

238-256 WEST 19TH ST., NEW YORK. Phone Chelsea 475
Members: Metropolitan Dealers Motor Truck Exchange

LAST LONGER
"Ask the Facts"

ONEIDA



MOTOR TRUCKS

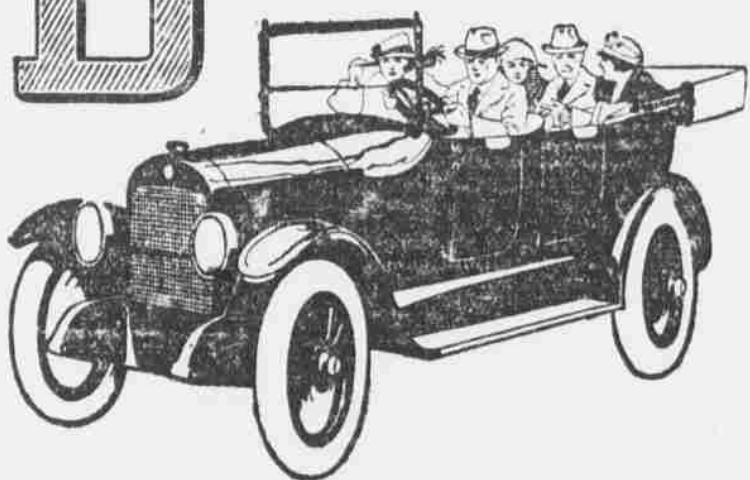
STRENGTH, stamina and ruggedness have been built into the ONEIDA.

More power is delivered at the fly wheel in proportion to the energy developed in the combustion chamber, than is obtained in other motors. Our automotive department is at your service.

C-H MOTORS CORP.
Bedford and Atlantic Avenues
Brooklyn New York

DORT

Quality Goes Clear Through



Men regarded as keen students of conditions tell us that the American public has become surprisingly motor-wise.

Our own observations corroborate and confirm this.

Were it otherwise we would be somewhat at a loss to account for the noticeable tendency to single out the Dort as an especially desirable car to own.

It would seem that so pronounced a preference as that which the Dort has won would be possible only among buyers possessed of pretty precise information upon motor car values.

Regardless of the reason, however, the fact remains that the name Dort has come to stand in the eyes of buyers as a car of measurably greater excellence than common.

PRICES

Touring Car	\$1035
Roadster	1035
Fourseason Sedan	1665
Fourseason Coupe	1665

F. O. B. Factory

Wire Wheels and spare tires extra

DORT MOTOR CAR CO.
Broadway at 58th Street

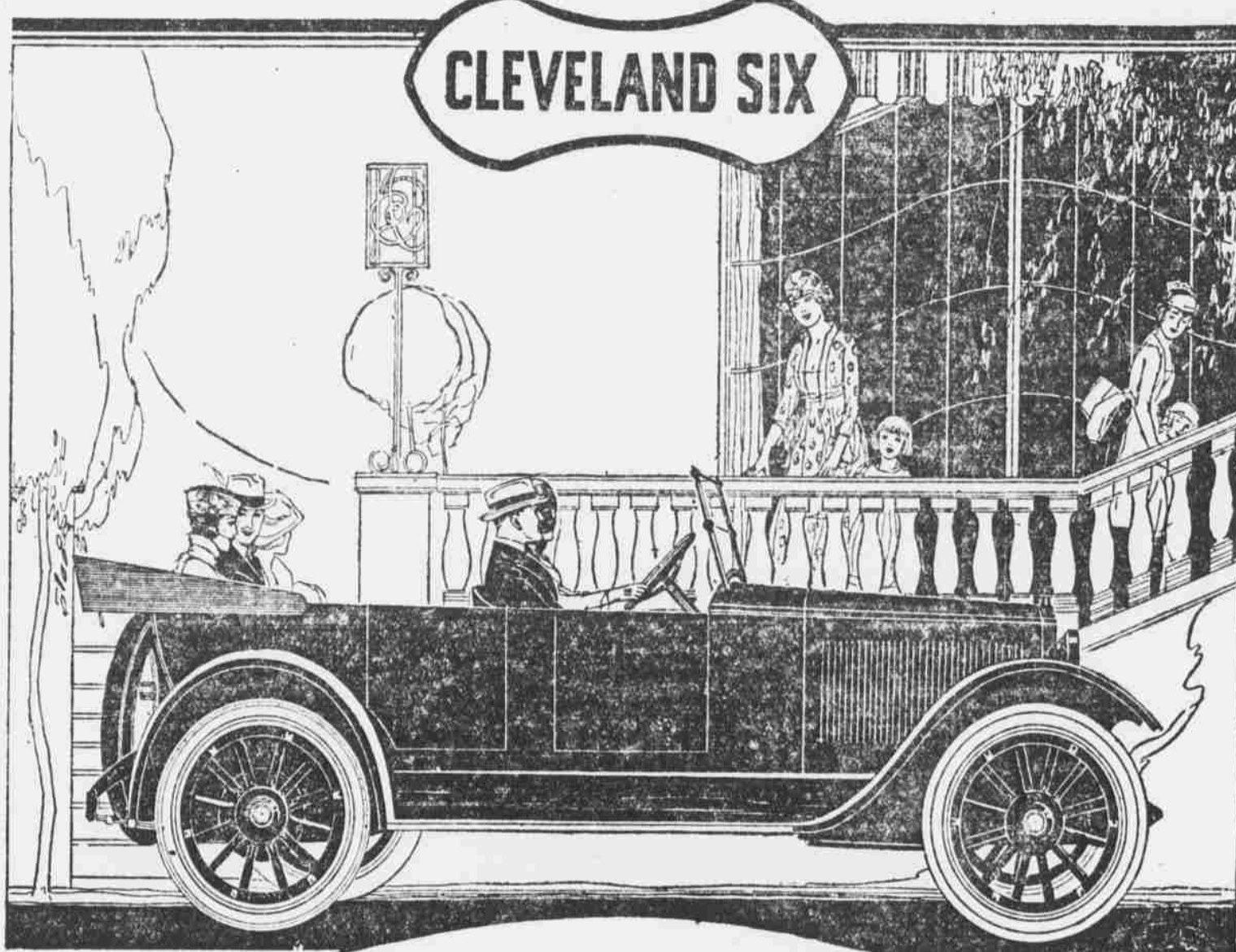
New York City
BROOKLYN DEALER
MAXON-RICHARDSON CORP.
1291 Bedford Avenue
Brooklyn, N. Y.
Tel. Bedford 9299

Tel. Circle 5466
NEWARK DEALER
COLE-BIRNBAUM MOTORS CO.
486 Central Avenue
Newark, N. J.
Tel. Market 8025

DORT MOTOR CAR COMPANY

Flint-Mitch

CLEVELAND SIX



The Notable New Six

It's the Cleveland Six. Not really new, either, for the factory began deliveries last Summer and since then the Cleveland has gone out over the country into the hands of thousands of owners. And these owners say they are delighted with it. There is every good reason why they should be delighted with it. For the Cleveland Six is really an extraordinary car.

We cannot tell you how good the Cleveland Six is. You must ride in it and drive it to know. This experience will convince you of the power and pick-up and speed and flexibility of this exclusive Cleveland-built motor.

It will convince you of the comfort of the car, contributed to so much by the low underslung spring construction and the wide

soft seat cushions.

You will be amazed at the ease of handling your Cleveland, how lightly it steers and shifts, and at the instant positive action of its brakes.

There isn't any other light car that will give you so much of all that you wish, and at such a fair price.

Come let us show you what a car the Cleveland is

Touring Car (Five Passengers)	\$1385	Roadster (Three Passengers)	\$1385
Sedan (Five Passengers)	\$2195	Coupe (Four Passengers)	\$2195

(All Prices F. O. B. Factory)

Cleveland Automobile Sales Corporation

Bet. 55th & 56th Sts.

1746 BROADWAY

Telephone Circle 4103

La Verne C. Brown, Brooklyn

Donald McGregor Sales Co., Newark, N. J.

M. S. Motor Corporation, Bronx

Massoline Motor Car Co., Jersey City, N. J.

CLEVELAND AUTOMOBILE COMPANY, CLEVELAND

\$1385